

**IN THE CLAIMS:**

Please cancel claims 1-27 and add new claims 28-56 as follows.

1.-27. (Cancelled)

28. (New) A printing apparatus using a consumable comprising an image receiving tape, the consumable further comprising a tag holding parameter information identifying at least one template suitable for printing a label on the image receiving tape, the printing apparatus comprising:

a printer device operable to print an image;

a tag reader arranged to receive said template information from the tag via a contactless link in the form of electromagnetic waves; and

a processor arranged to receive said template information and to control operation of the printing apparatus to print a label in accordance with said at least one template.

29. (New) A printing apparatus according to claim 28, further comprising a display, wherein the parameter information includes a list of templates displayable on the display whereby a user can select one of said templates for printing a label.

30. (New) A consumable comprising:

an image receiving tape, and

a tag holding parameter information identifying at least one template for printing a label on the tape, the tag being arranged to transmit information via a contactless link in the form of electromagnetic waves.

31. (New) A printing apparatus using a consumable comprising a substrate carrying a plurality of preformed labels, the consumable further comprising a tag holding information relating to the printable area of each of the predefined labels, the printing apparatus comprising:

a printer device operable to print an image;

a tag reader arranged to receive said information from the tag via a contactless link in the form of electromagnetic waves; and

a processor arranged to receive said information and to control operation of the printing apparatus in dependence thereon.

32. (New) A consumable comprising:

a substrate carrying a plurality of preformed labels, and

a tag holding information identifying the printable area of each preformed label and a transmitter for transmitting said information via a contactless link in the form of electromagnetic waves.

33. (New) A consumable according to claim 32, wherein the preformed labels are die-cut labels removably adhered to the substrate.

34. (New) A consumable according to claim 32, which provides a self-laminated tape providing a plurality of non-transparent printable areas.

35. (New) A consumable according to claim 32, wherein the printable area is defined by width and height information.

36. (New) A printing apparatus using a consumable comprising a thermal transfer material and a tag holding parameter information identifying the nature of the thermal transfer material, the printing apparatus comprising:

a printer device operable to print an image;

a rewinder for winding the thermal transfer material after use;

a tag reader arranged to receive said information from the tag via a contactless link in the form of electromagnetic waves; and

a processor arranged to receive said parameter information and to control the torque value with which the rewinder rewinds the thermal transfer material in dependence on said information.

37. (New) A consumable comprising:

a thermal transfer material,

a tag holding parameter information identifying the nature of the material so as to control the torque value with which the material is wound up in a printer, and

a transmitter for transmitting the information via a contactless link in the form of electromagnetic waves.

38. (New) A printing apparatus using a consumable comprising at least one material selected from the group consisting of an image receiving substrate and a thermal transfer material, the consumable further comprising a tag holding prestored messages relating to the consumable, the printing apparatus comprising:

a printer device operable to print an image;

a tag reader arranged to receive said prestored messages from the tag via a contactless link in the form of electromagnetic waves; and

a display arranged to display said prestored messages.

39. (New) A consumable comprising:

at least one material selected from the group consisting of an image receiving substrate and a thermal transfer material,

a tag holding prestored messages relating to the consumable

a transmitter for transmitting said prestored messages via a contactless link in the form of electromagnetic waves, whereby said prestored messages can be displayed at a printing apparatus.

40. (New) A consumable according to claim 39, wherein the parameter information identifies the nature of the material.

41. (New) A consumable according to claim 39, wherein the prestored messages relate to the consumable.

42. (New) A consumable according to claim 39, wherein the messages include dealer/sales contact information.

43. (New) A consumable according to claim 39, wherein the messages are selected from one of the group consisting of advertisements, application suggestions and other user oriented messages.

44. (New) A printing apparatus using a consumable comprising an image receiving tape, the consumable further comprising a tag holding parameter information identifying the width of

the tape and status information including the amount of tape remaining in the consumable,  
the printing apparatus comprising:

a printer device operable to print an image;

a tag reader arranged to receive said information from the tag via a contactless link in  
the form of electromagnetic waves; and

a processor arranged to (i) receive said information and to control operation of the  
printing apparatus in dependence thereon including selecting a printing operation based on  
the identified width, and (ii) update the status information based on usage of the tape via the  
contactless link.

45. (New) A printing apparatus according to claim 44, wherein said tag is an RF tag and the  
tag reader is an RF reader.

46. (New) A printing apparatus according to claim 17, further comprising a tape usage  
monitor for monitoring usage of the image receiving tape as images are printed.

47. (New) A printing apparatus according to claim 17, further comprising a display adapted  
to display said status information and said parameter information.

48. (New) A printing apparatus according to claim 17, further comprising a cutting system  
arranged to cut off a portion of the image receiving tape, said cutting system being  
controllable responsive to said parameter information.

49. (New) In combination, a printing apparatus and a consumable comprising image  
receiving tape having a tag holding parameter information identifying the width of the tape

and status information including the amount of tape remaining in the consumable, the printing apparatus comprising:

a printer device operable to print an image;

a tag reader arranged to read said information from the tag on the consumable via a contactless link in the form of electromagnetic waves; and

a processor arranged to (i) receive said information and to control operation of the printing apparatus in dependence thereon including selecting a printing operation based on the identified width, and (ii) update the status information based on usage of the tape via the contactless link.

50. (New) A combination according to claim 48, wherein the consumable comprises a cassette holding a supply of image receiving tape.

51. (New) A combination according to claim 48, wherein the consumable comprises a tape holder around which is wound a supply of image receiving tape.

52. (New) A consumable comprising:

an image receiving substrate which carries markings allowing tape usage to be monitored,

a tag holding status information identifying the length of image receiving tape remaining for receiving an image,

a transmitter for transmitting the information via a contactless link in the form of electromagnetic waves, and

a receiver for updating the status information.

53. (New) A consumable according to claim 30, wherein the tag stores prestored messages for display at a printing apparatus.

54. (New) A consumable according to claim 51, wherein the tag stores prestored messages including a message to notify a user to order more tape when there is insufficient length of image receiving tape remaining for a printing operation.

55. (New) A consumable according to claim 32, wherein the tag stores prestored messages including a message to notify a user to order more tape when there is insufficient length of image receiving tape remaining for a printing operation.

56. (New) A consumable according to claim 37, wherein the tag stores prestored messages including a message to notify a user to order more tape when there is insufficient length of image receiving tape remaining for a printing operation.

57. (New) A consumable according to claim 51, wherein the tag stores prestored messages including a message to notify a user to order more tape when there is insufficient length of image receiving tape remaining for a printing operation.